

Strategic Planning FY2020- 2022

Caryn Stancik

Chief Communications & Marketing Officer

April 26, 2019



COOK COUNTY
HEALTH

Overview of Department



COOK COUNTY
HEALTH

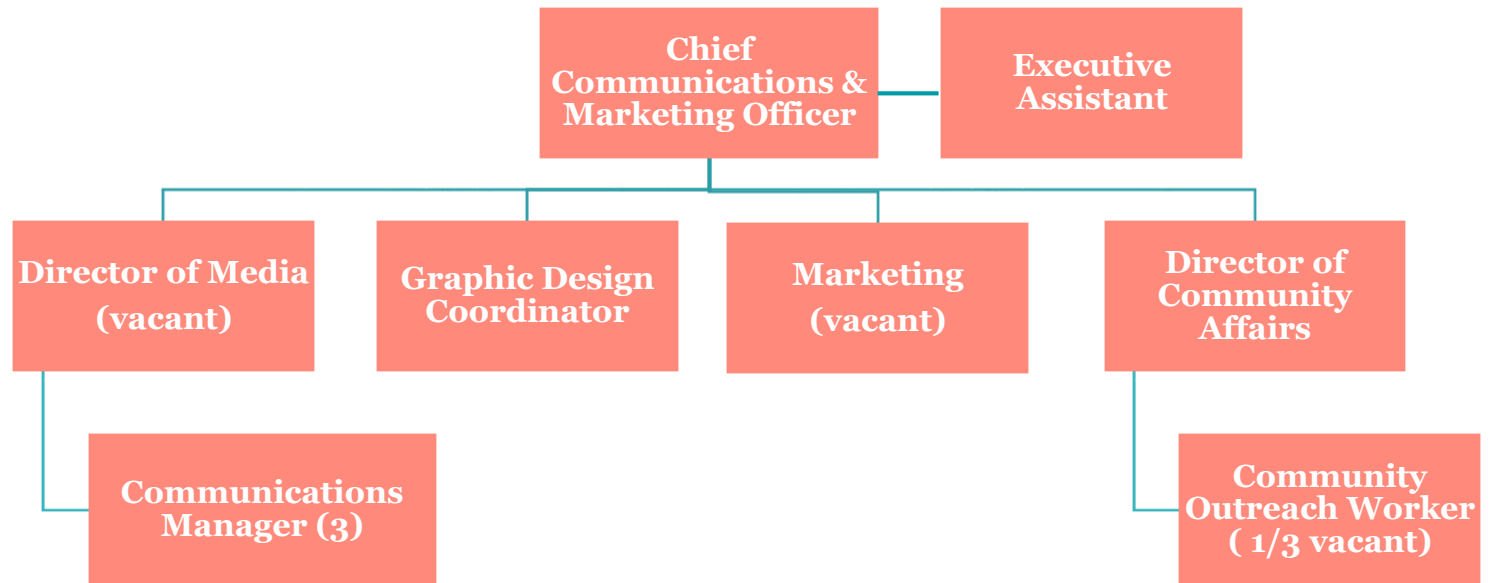
Overview of Department

Portfolio

- Stroger Hospital
- Provident Hospital
- Community Health Centers
- Correctional Health
- Public Health
- CountyCare Health Plan
- Research
- Providers

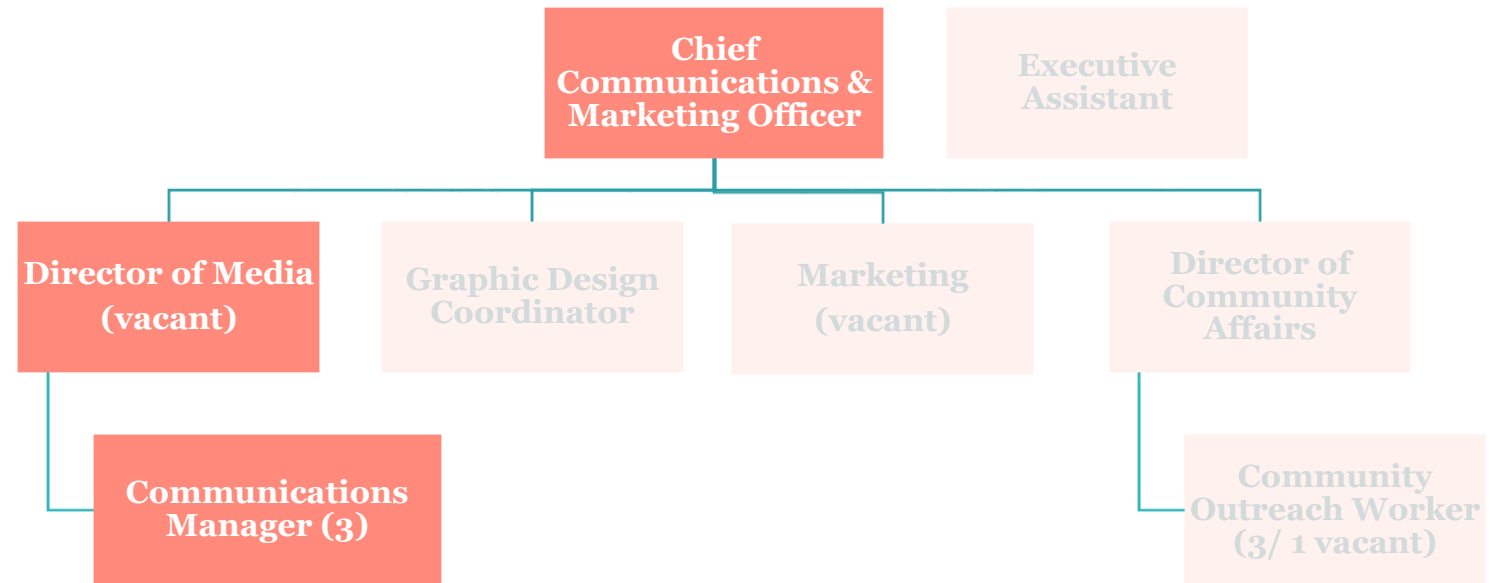
Responsibilities

- 24-7 Media Relations
- Public Relations
- Social Media
- Crisis Communications
- Community Affairs
- Marketing
- Internal Communications
- External Communications
- Special Events



Communications

- 24-7 Media Relations
- Public Relations
- Social Media
- Crisis Communications
- Internal Communications
- External Communications
- Website/Intranet
- Special Events



CHICAGO
TONIGHT

[Federal Government Ends Oversight of Cook County Jail's Medical Center](#)

wttw11

Modern Healthcare

[Why Obamacare repeal would be devastating to people with HIV](#)



[Loan Repayment Program for Clinicians Also Seeks to Fight Opioid](#)

[Chicago county health system calls for federal gun control](#)

THE WALL STREET JOURNAL

[Safety net systems step up care for immigrants barred from ACA coverage](#)

[US opioid epidemic: Study warns about 'third wave' of fentanyl](#)

[Navy Medics Get Prepared for Combat—With Tour of Duty in Chicago](#)

[Chicago's Black Communities Hit Hardest In Opioid Overdoses](#)



[Extreme cold in Chicago may cause some frostbite victims to lose](#)



WBEZ91.5

[Illinois health stats for women, youth show both decline and improvement](#)



[A New Vision of Patient Care](#)



[As the wounded kept coming, hospitals dealt with injuries rarely seen in the U.S.](#)

The Washington Post

Chicago Tribune



[Chicago's gun violence crisis is also a mental health crisis](#)
[Advocates, health providers laud new PrEP approval](#)



[Saving lives, saving money: Hospitals set up homeless patients with permanent housing](#)

[New Website Lets Strangers Help Chicago's Tiniest Patients](#)



[March for Our Lives: Chicago students in city and D.C. prepare for March for Our Lives](#)

[Cook County Health doubles down on preventive, outpatient services](#)

[13 children killed by flu this year, including 1 in Illinois, CDC says](#)

The New York Times

[Midwest Weather Whiplash: From Deep Freeze to Melt, Bringing New Risks](#)



CHICAGO SUN-TIMES

[Breast cancer for men rare, but still 'it can happen to you'](#)

[County health clinic grand opening Friday in Arlington Heights](#)

[Preventing Stroke: Diet and Exercise the Key](#)

[Third Group Of Navy Corpsmen Graduate Stroger Hospital Training Program](#)

Daily Herald



DAILY Southtown

[Local health care providers expect challenges enrolling residents in ACA](#)

[City Club of Chicago: Dr. John Jay Shannon, CEO of the Cook County Health & Hospitals System](#)

[Inauguran una nueva clínica pública con personal bilingüe en Arlington Heights](#)

[Cook County Officials Warn of 'Very Powerful Drug' After More Than 100 Die in 7 Months](#)



BECKER'S
HOSPITAL REVIEW

[100 great leaders in healthcare | 2018](#)

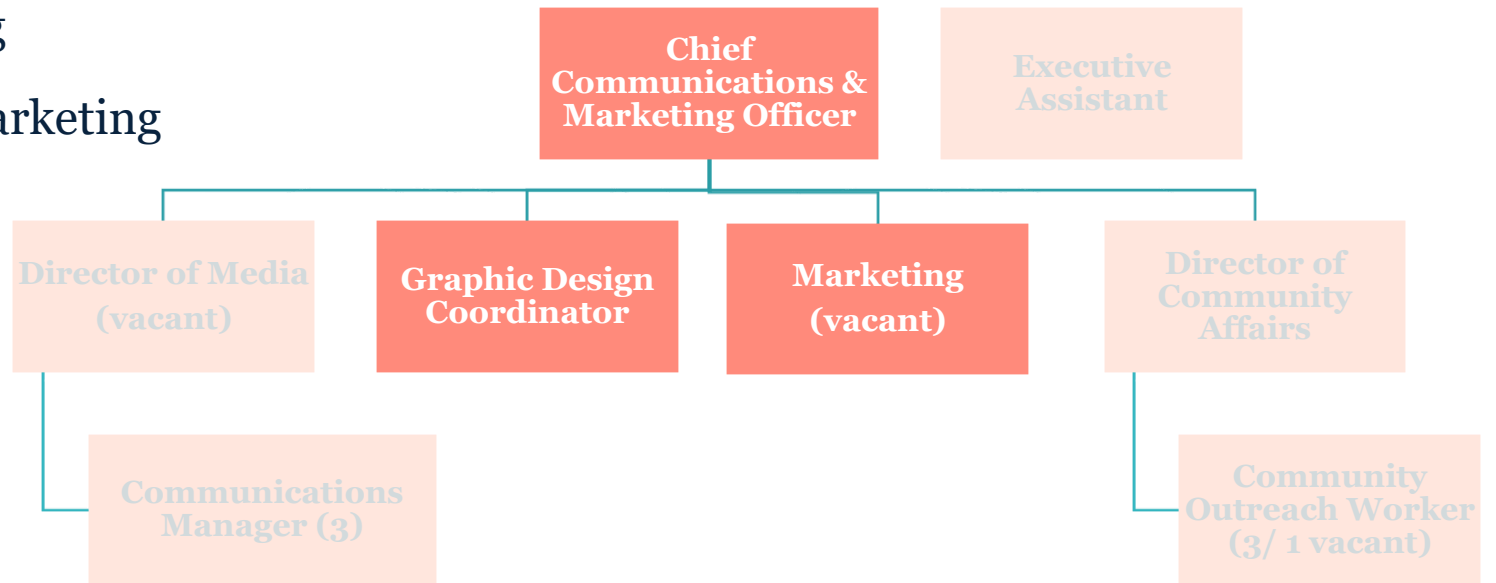
[Fewer people are dying from gunshots in Chicago: Stroger hospital is a big reason why](#)

[Corner Office: Cook County Health and Hospitals System CEO Dr. John Jay Shannon on the importance of strong teams](#)



Marketing/Graphics

- Brand and Reputation Marketing
- System Services and Program Marketing
- Facility Marketing
- Health Plan Marketing*
- Sponsorships
- Special Events
- Internal Needs
 - Wayfinding, Signage, Photography, Intranet



*All health plan marketing materials require prior approval by state HFS.

NOTE: Marketing efforts are supplemented with external vendor who conducts market research, develops creative concepts for large campaigns, handles media buys, etc. Annual marketing spend is \$1.25M for CCH and \$1.25M for CountyCare.

Collateral Materials

- Outreach
- Patient Education
- Marketing
- Special events
- Advocacy Efforts
- Compliance Activities
- Internal needs

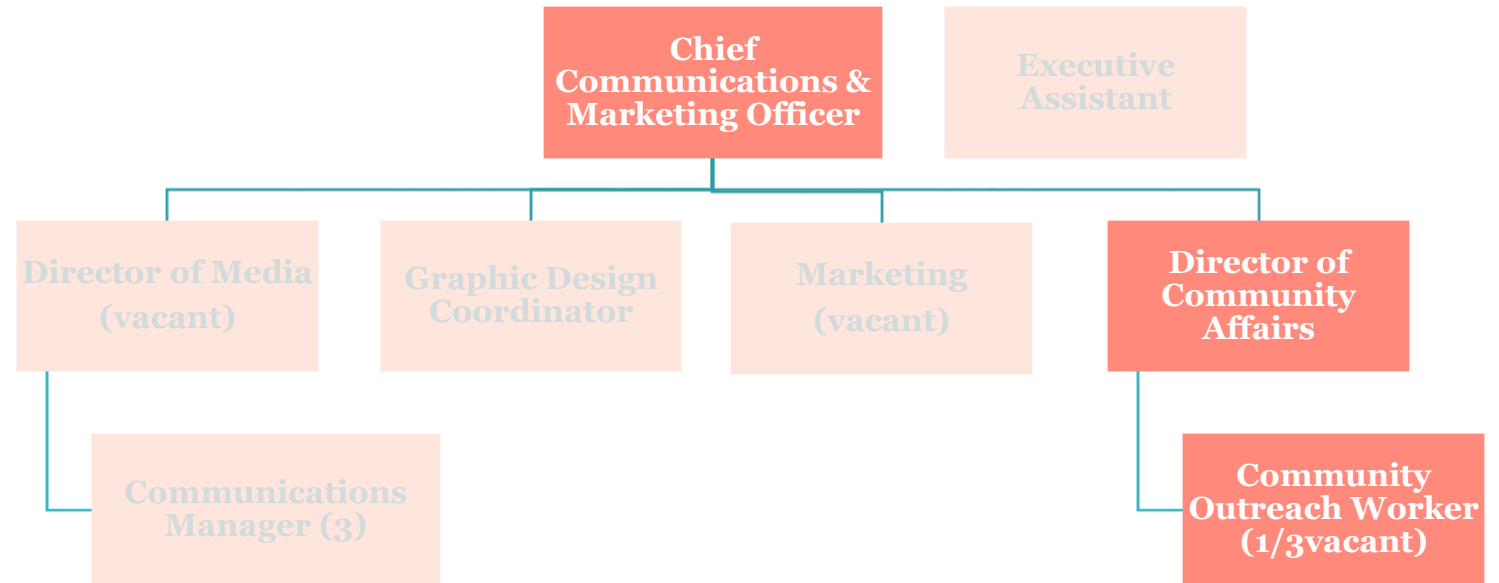
Additional samples in appendix



COOK COUNTY HEALTH

Outreach

- Represent CCH and its service lines including CountyCare* at community events to raise awareness of the services provided at all facilities
- Represent CCH/Health Plan on community-based organization boards, etc.
- Organize/facilitate Community Advisory Councils
- Special Events



* CountyCare participation at events requires pre-approval from the state and all health plans are required to be invited by the sponsoring organization.

NOTE: Community Outreach is supplemented with external vendor during peak months at an annual cost of approximately \$50K.

Impact 2020 Update



Status and Results

- Deliver High Quality Care
- Grow to Serve and Compete
- Foster Fiscal Stewardship
- Invest in Resources
- Leverage Valuable Assets
- Impact Social Determinants
- Advocate for Patients



COOK COUNTY
HEALTH

Impact 2020

Progress and Updates

Focus Area	Tactic	Status
Deliver High Quality Care	Market CCH as the provider of a continuum of care with a focus on those transitioning to Medicare	Look at us Now Campaign 2019: Website launch Making an Impact CAN TV Ongoing
Deliver High Quality Care	Launch internal and external campaigns focused on customer service, patient conveniences and reputation building	Look at Us Now Safety Now Internal/External rebrand All Are Welcome Patient Portal 2019: Making an Impact 2019: Quiet Campaign Ongoing
Grow to Serve and Compete	Develop and implement strategies to retain and attract CountyCare members	All the Benefits. None of the Costs FHP Pilot Redetermination Events Outreach Activities You Don't Have Time for a Sick Day Ongoing
Grow to Serve and Compete	Raise awareness of centers of excellence	Media stories Thought leadership Foundation partnership Ongoing

Impact 2020

Progress and Updates

Focus Area	Tactic	Status
Foster Fiscal Stewardship	Execute marketing and branding strategy	Look at Us Now CCH rebrand Making an Impact Website Ongoing
Foster Fiscal Stewardship	Develop marketing strategies for specific service lines	CountyCare CareLink Labor & Delivery New facilities (Community Triage Center, Professional Building, Arlington Heights) Food as Medicine Adolescent Health Ongoing

Impact 2020

Progress and Updates

Focus Area	Tactic	Status
Advocate for Patients	Establish at least two community advisory boards for community health centers	Established - Arlington Heights, Cottage Grove, Englewood 2019 - Austin, Near South, Robbins Ongoing
Advocate for Patients	Offer community programming at health centers	Medicaid redetermination events Fresh Truck & Black Oaks Summer Meals Program 4 Men Only Health Fair Partnership for Resilience at the Cottage GroveMen's Health Initiative at Englewood and Woodlawn Ongoing



FY2020-2022

The Future

Environmental Scan of Market, Best Practices and Trends



COOK COUNTY
HEALTH

Environmental Scan of Market, Best Practices and Trends

Market Considerations

Consolidations on the provider side create larger organizations with larger marketing budgets

Health plan competition is supported by both 'known' brands & marketing budgets of large, national companies

Health systems use facilities and staff as brand ambassadors.

Best Practices & Trends

Content marketing

Web and mobile applications beyond patient portals

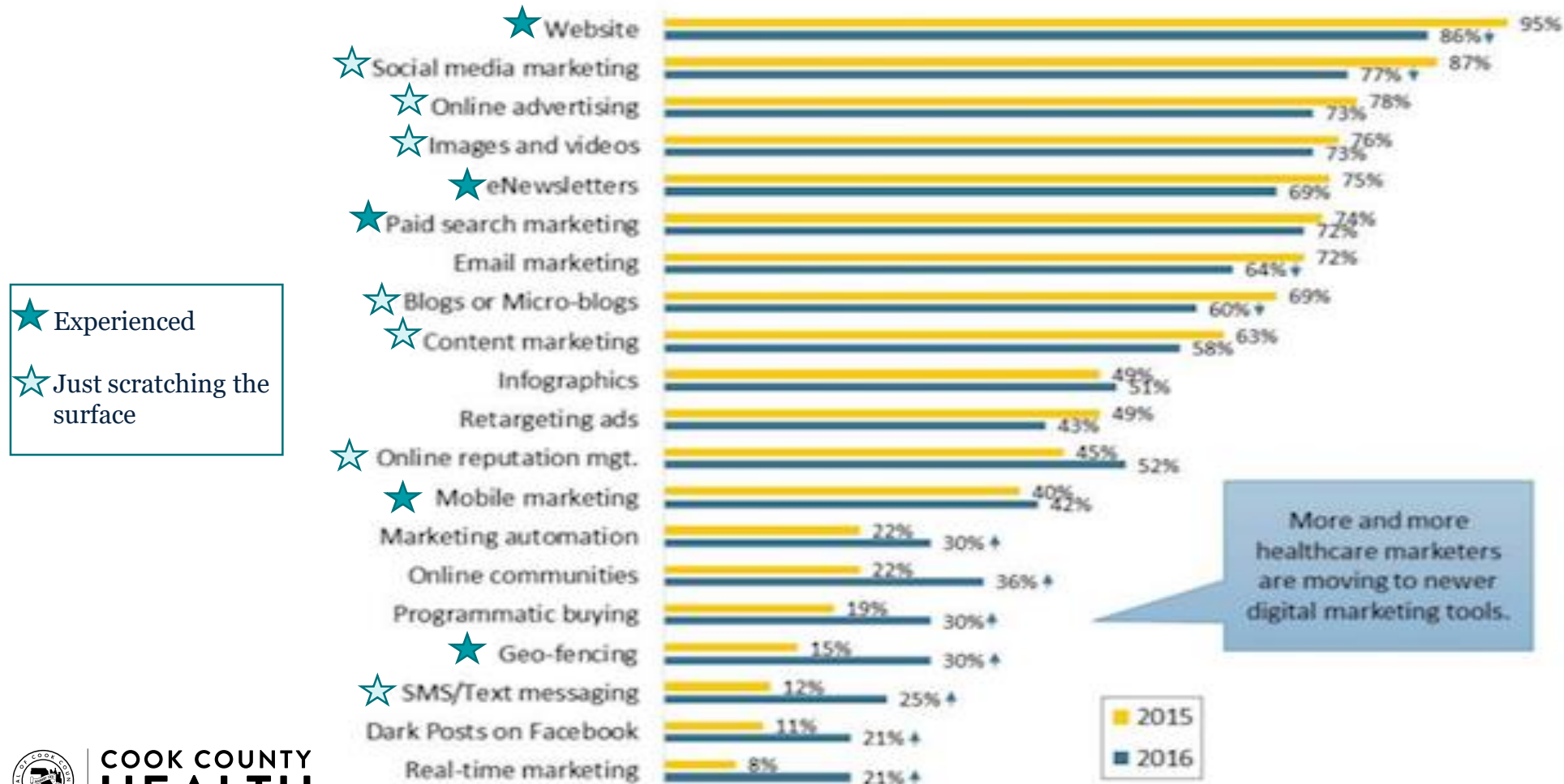
Traditional marketing tactics needed for Baby Boomers

Digital strategies

Environmental Scan of Market, Best Practices and Trends

Digital Trends

Online/Digital Marketing Currently Used at Hospital/System



Generational Healthcare Marketing



Millennials

43% are likely to switch practices in the next few years
54% have made a switch in the past 2-3 years



Prefer a sophisticated and integrated digital approach

Generation X

44% are likely to switch primary care physicians in next 3 years



Adapted/ing to digital

Baby Boomers

20% are likely to switch physicians in the next three years



Prefer traditional approaches

<https://www.evariant.com/blog/statistics-guide-your-2018-healthcare-marketing-budget>



COOK COUNTY
HEALTH

SWOT Analysis



Strengths, Weaknesses, Opportunities and Threats



COOK COUNTY
HEALTH

SWOT Analysis

Strengths

- 180+ year mission = community trust
- Comprehensive portfolio of services
- Media Go-To
- Research driven strategies have proven successful for system and plan

Weaknesses

- Positive brand awareness of CCH often limited to trauma/emergency medicine and Stroger
- Market research has been limited.
- Perception that CCH is only for uninsured
- Reputation for delays, cultural competency, etc
- Limited resources impact reach
- Diverse and geographically dispersed patients/staff require different tactics and resources
- Health plan brand awareness not as strong as national brands
- Lack of career path for staff

Opportunities

- Efforts to address social determinants of health extend reach and provide added opportunity
- Centers of Excellence
- Clinical research that furthers the mission
- Staff & facilities as brand ambassadors
- Digital strategies (portal, texting, social)

Threats

- Patient Experience
- Competition (brand loyalty and \$\$)
- Expensive media market
- Reputation
- Competing internal needs
- Brand awareness of competitors



FY2020-2022



COOK COUNTY
HEALTH

Deliver High Quality Care

FY2020-2022 Strategic Planning Recommendations

Strategies

- Support internal efforts to raise quality bar/scores
 - “Quiet” campaign
- Continue to position CCH and its providers/leadership as thought leaders on quality and population health management
- Work with clinical leadership to develop a comprehensive patient education strategy

Ongoing:

- Continue to market CCH as the provider of a continuum of care
- Continue internal and external campaigns focused on customer service, patient experiences and reputation
- Complete rebranding process

Grow to Serve and Compete

FY2020-2022 Strategic Planning Recommendations

Strategies

- Conduct additional market research to understand
 - Opinions and choice patterns of CCH patients
 - Referral patterns of primary care providers (CCH and FQHCs)
 - Where new opportunities (segments, service lines, etc) may exist for CCH
 - Opinions and choice process of health plan members
- Develop consumer and non-consumer facing strategies to raise awareness of specialty care
- Develop strategies to support growth in primary and specialty volumes
- Develop and allocate resources to a sponsorship strategy

Ongoing

- Raise awareness of clinical Centers of Excellence within CCH specialty services
- Develop strategies to maintain CountyCare market share

Leverage Valuable Assets

FY2020-2022 Strategic Planning Recommendations

Strategies

- Continue to position CCH providers/leaders in media and community
 - Strategic speaking engagements, sponsorship strategy, new media guide
- Develop strategy to unify look and feel of existing health centers to create a recognizable brand
- Engage front line staff in brand ambassador efforts
 - Outreach events, speakers training, branded gear
- Engage members of the Cook County Health Foundation as brand ambassadors
- Highlight CCH research that supports/furtheres our mission
- Work with providers to identify and promote additional patient stories
- Mature current digital and social media strategies

Impact Social Determinants/Advocate for Patients

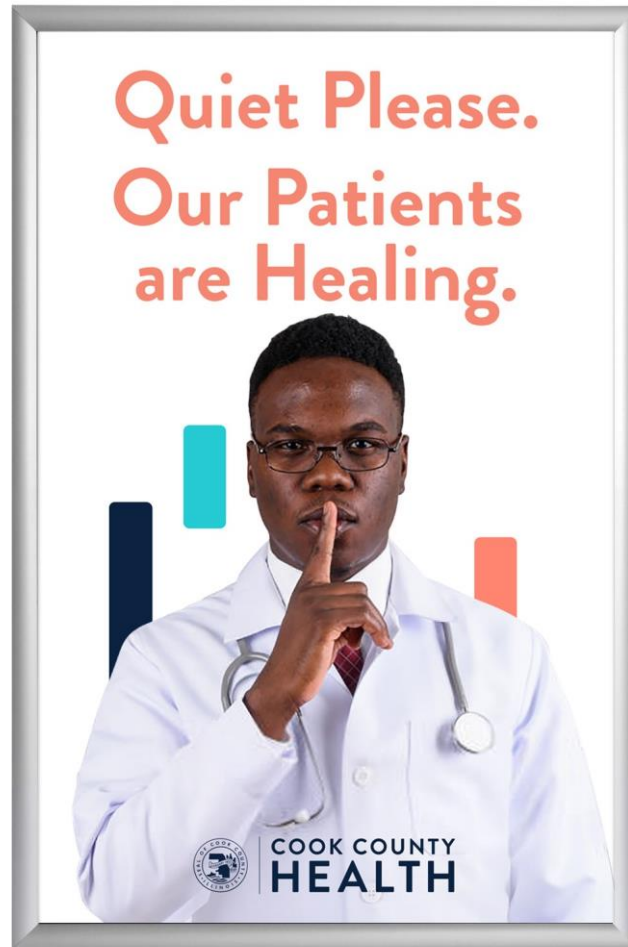
FY2020-2022 Strategic Planning Recommendations

Strategies

- Establish community advisory boards at remaining sites
- Work with health center leadership to expand programming at health centers
- Expand/develop new avenues to promote CCH efforts
 - Videos and content marketing
 - White papers
 - Research & Innovation Summits
- Continue to support CCH efforts through media, community, advocacy efforts

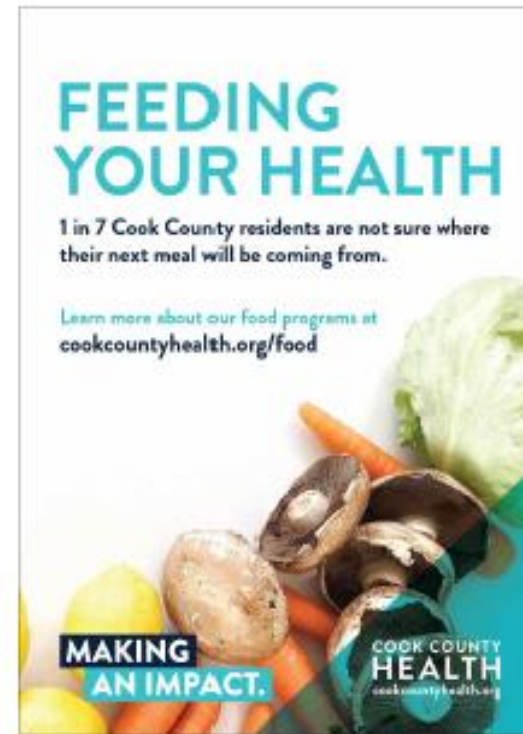
Coming Soon

Supporting Quality Efforts



Coming Soon

Reputation Building Campaign 2.0



Thank you.

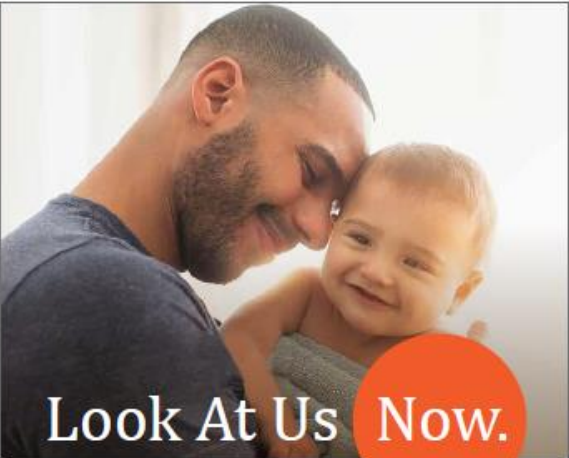


COOK COUNTY
HEALTH

Appendix



COOK COUNTY
HEALTH



Look At Us **Now.**

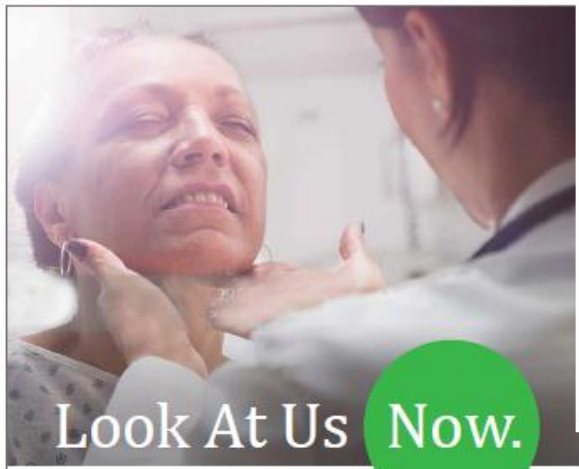
4-month check-ups and
4 a.m. phone calls.

No matter the reason, you can call on our team of more than
100 family doctors and pediatricians.

cookcountyhealth.org



Look At Us Now 2017 Reputation Building Campaign Sampling of Ads



Look At Us **Now.**

Training the Navy and
treating your grandmother.

Top doctors training the military are the same doctors
making sure she gets back on her feet.

cookcountyhealth.org

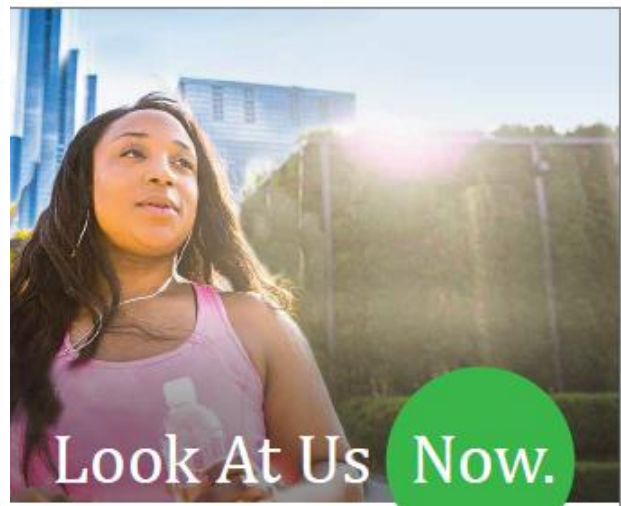


Look At Us **Now.**

State-of-the-art equipment and
a treatment plan just for you.

In the fight against cancer, you can depend on the latest in
technology, innovative research and top doctors standing
by your side.

cookcountyhealth.org



Look At Us **Now.**

Adding years to your life
and life to your years.

Convenient hours and locations so you can get
back to what matters most.

cookcountyhealth.org



COOK COUNTY
HEALTH

Collateral Materials

Be healthy with CountyCare, an Illinois Medicaid health plan for Cook County residents.

WHY COUNTYCARE?

As a CountyCare member, you have access to:

- Expert care from more than 70 hospitals, 4,500 primary care providers and 15,000 specialists in Chicago and across Cook County
- Dental care, Vision care, Mental Health services and more
- 24-hour emergency services
- A mission to improve the health of the community

WHAT IS COVERED?

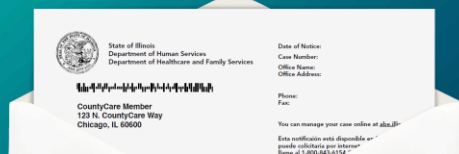
- Routine Doctor Visits
- Hospital Visits
- Dental Care
- Vision Care
- Women's Health
- Children and Family Health
- Specialty Care
- Surgery
- Mental Health Care
- Addiction Treatment
- Lab
- Pharmacy
- Imaging
- Transfusions
- Adult



In order to keep your Medicaid benefits, you must complete the "Redetermination Process" each year.

Need help completing your Redetermination forms?

Look for a letter in the mail from the State of Illinois asking for information about your eligibility.
Complete the form and return.



Questions? **We can help.**
312-864-REDE

(7333)

Hotline Hours Monday-Friday **8am - 6pm** Saturday **9am - 1pm**



COUNTYCARE.COM

The Illinois Client Enrollment Services will send you information about your health plan choices when it is time for you to make a health plan choice and during your open enrollment period. Les services de rattachement des clients de Illinois vous enverront de l'information sur les options de vos plans de santé lorsque vous devrez choisir un plan de santé et durant et périodes d'adhésion aux assurances.

CountyCare complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATTENTION: If you speak English, language assistance services, free of charge, are available to you. Call 312.664.6309 / 855-444-1641 (toll-free) / 711 (TTY).

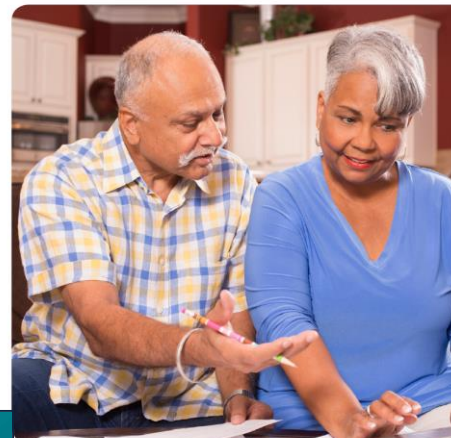
ATTENTION: Si vous parlez français, vous pouvez obtenir gratuitement des services d'assistance linguistique. Appelez au 312.664.6309 / 855-444-1641 (sans frais) / 711 (TTS).

URGENT: Jeżeli mówisz po polsku, możesz otrzymać bezpłatnie usługi pomocy językowej. Zadzwoń pod numer 312.664.6309 / 855-444-1641 / 711 (TTS).

URGENT: 如果您會講國語或粵語，您可以免費獲得語言協助服務。請致電 312.664.6309 / 855-444-1641 / 711 (TTS)。

This document is available in other languages. Please contact us at 312.664.6309 to request the document in another language.

Financial Assistance

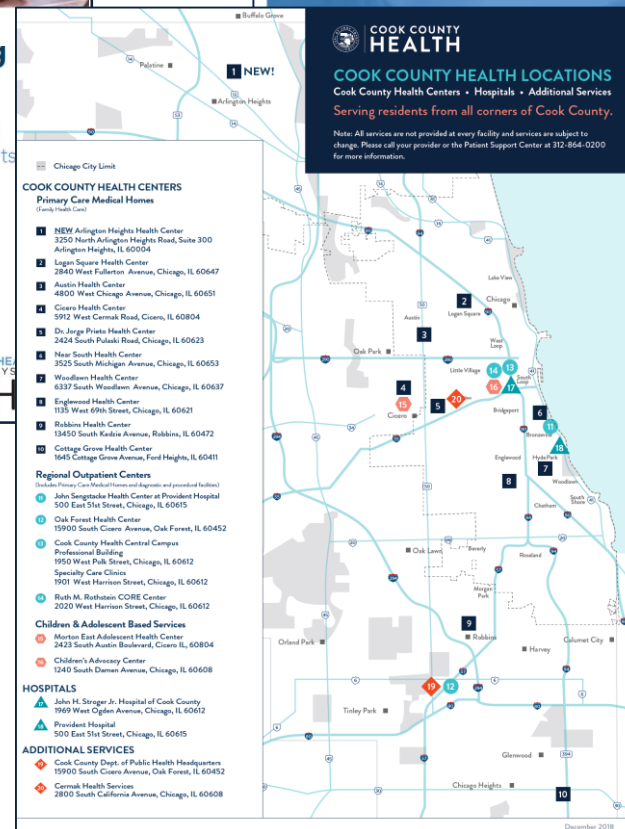


Questions about paying for medical care?

If you are uninsured, underinsured, or unsure about which healthcare benefits you qualify for, we can help.



Questions about paying for medical care?



Look At Us **Now.**

**MAMMOGRAPHY
SERVICES -**

HAVE YOU SCHEDULED
YOUR MAMMOGRAM?

Call 312-864-0200.



- ✓ IMMEDIATE OPENINGS, INCLUDING SATURDAYS
- ✓ CLOSE TO HOME
- ✓ FRIENDLY STAFF
- ✓ NO REFERRAL NEEDED FOR CURRENT CCHHS PATIENTS

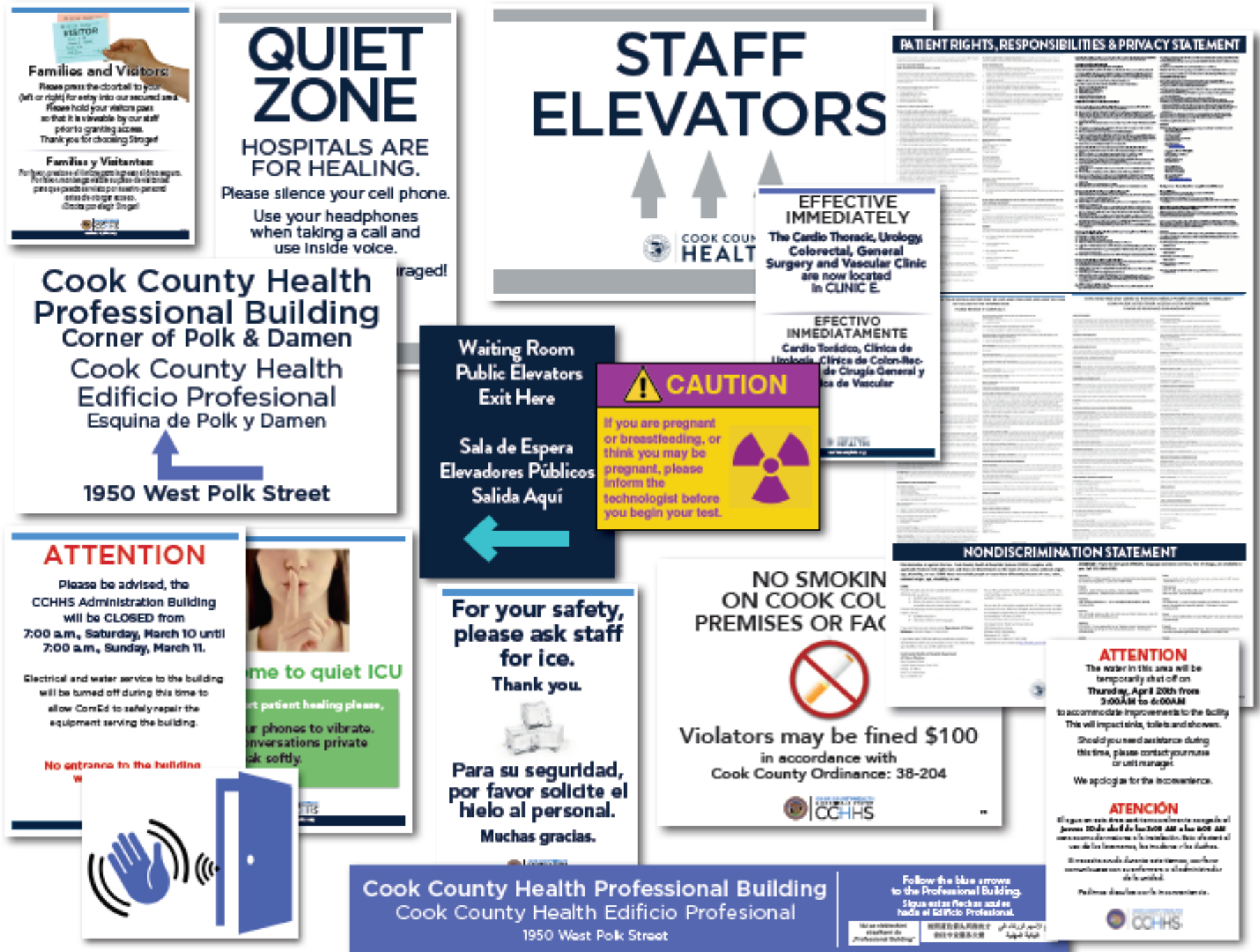
Ident Hospital of Cook County
East 51st Street
Chicago, IL 60615
Floor, Radiology Department

H. Stroger, Jr. Hospital
Cook County
West Ogden Avenue
Chicago, IL 60612
Floor, Clinic K

200



Collateral Materials



COOK COUNTY HEALTH

The seal of Cook County, Illinois, is a circular emblem. It features a central shield with a ship on the left and a building on the right, with a banner across them. The words "SEAL OF COOK COUNTY" are written in a circle around the top, and "ILLINOIS" is at the bottom.

[illegible]

RUTH M. ROTHSTEIN CORE CENTER
CORE Healthy Aging Initiative - CHA 12.8

Any one 60 years or older?
Any one interested in social activities?
Would you like to participate in a healthy aging support program?
If yes, can we contact you?

Name: _____
Phone Number: _____
Email: _____

Stop by the 4th Floor CHS
Resource Center to complete
a survey for free gift.

 **JOHN COHEN HEALTH**

**THE NEW
ARLINGTON HEIGHTS
HEALTH CENTER**
EFFECTIVE JANUARY 2019
This temporary site is moving.



The New Arlington Heights Health Center
(Replaces Vista)
3200 N. Arlington Heights Rd., Suite 300
Arlington Heights, Illinois • 847.934.7768



**This location
will be closed:**
**Monday
May 27th** 2019
**in observance of
Memorial Day.**

**Este establecimiento
estará cerrado el
Lunes 27 de mayo
en observación del Memorial Day.**

 **Kaiser Permanente
HEALTH**
kaiserpermanente.org

**All services will move to Arlington Heights,
including WIC and new Dental Services on
Monday, January 14, 2019.**

You are a Cook County Health patient and need transportation to your medical appointment, please call 312-664-9038 (TDD) to schedule transportation.

Thank you for choosing Cook County Health as your health care provider.

[illegible]

COOK COUNTY
HEALTH
INTERNAL
MEDICINE

**COOK COUNTY
HEALTH**
ENVIRONMENTAL
SERVICES

**COOK COUNTY
HEALTH**
**ATTENDING
STAFF**

COMMUNITY-BASED PRIMARY CARE SPECIALTY CLINIC
Open 2002

• Infectious Care	• Allergology
• General Care	• Geriatric Care
• Pediatric Care	• Preventive Care
• Health Care Evaluation	• Immunizations
• Laboratory Services	• X-Ray
• Dental Services	• Dermatology
	• Ophthalmology

JOHN H. STROGER, JR., M.D.
 Chief, Geriatric for extended hospital with
 Local Veterans Center
 Chief Geriatrics in a full Advanced Primary
 Care Center
 American College of Physicians Association as
 Local Veterans Center
 B.S. Health World Organization as a
 High Technology Hospital in a Full Care

**CO-OP CITY OF DEPARTMENT OF
 PUBLIC HEALTH (COPH)**

**COOK COUNTY
HEALTH**

*Your health.
Our priority.*

COOK COUNTY HEALTH SERVICES & COMMUNITY CARE

PROVIDENT HOSPITAL

- Adult Geriatrics (senior care) & long-term care, acute & chronic specialty planning
- Pre-senior care of the elderly by nurse
- Hospital admission plans for people with special needs and care in the home or in assisted living
- Assisted Living & Community Care

BUTIN & BORTSTEIN

• Available for long-term care

CONSUME IT
IN MODERATION

• Alcohol
• Caffeine
• Carbohydrates
• Cholesterol
• Fat
• Fiber
• Protein
• Sugar
• Vitamins

DR. J. EDWARD, JR.
Dr. J. Edward, Jr. is a board certified physician and a member of the American Medical Association. He is the author of the book "The 100 Most Common Mistakes People Make When They Eat." He is also the author of the book "The 100 Most Common Mistakes People Make When They Exercise."

BOOKS, THERAPIES
Dr. J. Edward, Jr. is the author of the book "The 100 Most Common Mistakes People Make When They Eat." He is also the author of the book "The 100 Most Common Mistakes People Make When They Exercise."

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Opening October 2018

Cook County Health Professional Building

Same expert care. New modern facility.



located northeast corner of Damen Avenue and Polk Street.

an project between the Cook County Bureau of Health Management and the Cook County Health & Hospital System
and Perleberg, President, Cook County Board of Commissioners



COOK COUNTY ILLINOIS
CC HS
www.cookcountyhs.org

Collateral Materials

HIGH RELIABILITY Safety Now TOOLKIT

SAFETY BEHAVIORS	SAFETY TOOLS
Pay Attention to Detail	• Self Check using SAFE (Stop, Assess, Think, Act, Engage)
Communicate Clearly	• STOP (Stop, Think, Observe, Plan, Engage)
Think With A Questioning Attitude	• STOP (Stop, Think, Observe, Plan, Engage)
Speak Up For Safety	• STOP (Stop, Think, Observe, Plan, Engage)
Supporting Each Other	• STOP (Stop, Think, Observe, Plan, Engage)

HEALTH ALERT

Frostbite Prevention

Frostbite is an injury — almost like a burn — that can potentially damage skin, tissues, muscles and bones. But it can be prevented.

Tips:

- Dress in layers: more than one layer of clothing is better than one thick layer.
- Cover all exposed skin: wear hats, gloves, socks, and heavy boots and boots with liners.
- Avoid alcohol and caffeine: these can make you feel warmer but actually make you more susceptible to frostbite.
- Stay dry: wet clothing can make you more susceptible to frostbite.
- Move: if you feel numbness or tingling, move to a warmer area.
- Don't smoke: smoking can make your blood vessels narrow, making it harder for blood to reach your extremities.
- Use hand warmers: these can help keep your hands warm.
- Use foot warmers: these can help keep your feet warm.
- Use hand and foot cream: these can help keep your skin moisturized and prevent cracking.
- Use hand and foot protection: wear gloves and boots that are designed for cold weather.
- Use hand and foot protection: wear gloves and boots that are designed for cold weather.

ATTENTION VISITORS

Cook County Health and the hospital are making an investment in the future of our community. For our effort to provide the best care for our patients, we are making an investment in the future of our community.

ATTENCIÓN VISITANTES

Cook County Health y el hospital están haciendo una inversión en el futuro de nuestra comunidad. Por nuestro esfuerzo por brindar la mejor atención a nuestros pacientes, estamos haciendo una inversión en el futuro de nuestra comunidad.

COOK COUNTY HEALTH

Cook County Health is proud to announce the grand opening of our new Professional Building. This new building will provide a state-of-the-art environment for our patients and staff.

RIBBON CUTTING CEREMONY

October 20, 2010

For more information, contact: [Name], [Title], [Phone], [Email]

COOK COUNTY HEALTH CENTRAL CAMPUS

Professional Building

Thank you for visiting our new building. For more information, contact: [Name], [Title], [Phone], [Email]

Go Red Day CELEBRATION

National Wear Red Day

Heart disease is the top cause of death for women.

Central Campus Health Center Topping Off Ceremony

Wednesday, August 9, 2017 10:00 AM

Follow us on Facebook and Twitter for more information.

COOK COUNTY HEALTH

Central Campus & Professional Building

Our new Central Campus and Professional Building are now open. We are proud to provide a state-of-the-art environment for our patients and staff.

When it's ready, we can call you!

Cook County Health Pharmacy will now give you a call when your prescription is ready for pick up. Please ask your pharmacy team member how you can receive this call.

Friday February 8th

10:00 AM

Join us for a special event at the Central Campus Health Center.

DIRECTORY / DIRECTORIO

COOK COUNTY HEALTH

Department	Location	Phone	Email
Administration	Central Campus	(708) 342-1234	admin@cookcountyhealth.org
Emergency	Central Campus	(708) 342-1234	emergency@cookcountyhealth.org
Immunization	Central Campus	(708) 342-1234	immunization@cookcountyhealth.org
Maternity	Central Campus	(708) 342-1234	maternity@cookcountyhealth.org
Neonatal	Central Campus	(708) 342-1234	neonatal@cookcountyhealth.org
Pediatrics	Central Campus	(708) 342-1234	pediatrics@cookcountyhealth.org
Perinatal	Central Campus	(708) 342-1234	perinatal@cookcountyhealth.org
Preventive	Central Campus	(708) 342-1234	preventive@cookcountyhealth.org
Reproductive	Central Campus	(708) 342-1234	reproductive@cookcountyhealth.org
Screening	Central Campus	(708) 342-1234	screening@cookcountyhealth.org
Specialty	Central Campus	(708) 342-1234	specialty@cookcountyhealth.org
Urgent Care	Central Campus	(708) 342-1234	urgentcare@cookcountyhealth.org



COOK COUNTY HEALTH
cookcountyhealth.org